

Remarks

Claims 1-8, 10-18, 20-23, and 25-27 are pending. Claims 1-8, 10-18, 20-23, and 25-27 are rejected. Applicants respectfully traverse the rejection and request allowance of claims 1-8, 10-18, 20-23, and 25-27.

The objection to claims 1-8, 10-18, 20-23, and 25-27 was maintained. The inclusion of the wording "We claim" on the last page of the specification, and not on the first page of the claims, was objected to. The specification and claims are amended herein to overcome the objection.

Claims 1-8, 10-18, 20-23, and 25-27 stand rejected under 35 U.S.C. § 103(a) over U.S. Patent 5,948,061 (Merriman et al.) in view of U.S. Patent 6,357,042 (Srinivasan et al.) and U.S. Patent 6,006,265 (Rangan et al.).

Claims 1, 12, and 22 require disabling fast-forward capability when the selected video advertising is displayed. Advantageously, the advertising can be targeted to a specific viewer's interests.

Neither Merriman nor Srinivasan teach or suggest disabling a fast-forward capability when the selected video advertising is displayed.

The Office Action asserts that Rangan provides the ability to disable a fast-forward capability when the selected video advertising is displayed. This is incorrect. The Applicants have closely examined Rangan and the only reference to fast-forwarding is a description that users fast-forward over overt commercials (see col. 13, lines 10-13) and that a VCR appliance can include a fast-forward function (see col. 26, lines 37-39).

Independent claims 1, 12, and 22 therefore include features that are neither taught nor suggested by any of the cited references. Claims 2-8, 10-11, 13-18, 20-21, 23, and 25-27 depend from claims 1, 12, and 22, and are patentable for at least the reasons given above.

Applicants submit that there are numerous additional reasons in support of patentability, but that such reasons are moot in light of the above remarks and are omitted

in the interests of brevity. Applicants respectfully request allowance of claims 1-8, 10-18, 20-23, and 25-27.

Please feel free to call me to discuss the patentability of claims 1-8, 10-18, 20-23, and 25-27.

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